



# WorkMentor

## Dissemination and Valorisation strategy

### WorkMentor project

**Lifelong Learning Program, Leonardo da Vinci project  
2011-1-IS1-LEO05-01263**

Draft / Approved Partner Meeting 2



Education and Culture

**Leonardo da Vinci**

## INTRODUCTION.

When, in European projects, the term DISSEMINATION comes up it is always used as “spreading the activities of the project to other persons and institutions”.

But there is also another topic here. As Gaston de Man, from the Technical Assistance Office (under Leonardo I, 1995-2000) once said on an instruction meeting: “Europe pays for your project and you develop it. We do something for you and you do something for us”.

What he meant was that it is also very important to demonstrate that we have received funds from Europe. Help Europe to become a reality in the minds of its subjects: the people. We have all seen the blue and yellow billboards near construction sites, don't we?

Furthermore, towards the end of the Leonardo da Vinci II program, the concept of VALORISATION was introduced. This concept, originating from the word Valor = Value, describes additional value outside a project. Parties not involved in the project will start using the project outcome in order to be able to speak of valorisation. So we will need to start with addressing other parties and when these become interested transfer our innovation. Valorisation is therefore widening up the concept of dissemination from information to actual transfer of innovation.

So the PURPOSE OF OUR DISSEMINATION AND VALORISATION strategy for the WorkMentor project is:

- a. to find ways to deliver the result of our project to clients/customers outside the partnership
- b. to demonstrate (our gratefulness for) support received from European Union: information of the general public.

In order to organise the strategy effectively we will look at it on 3 levels:

- Micro – level: the project partners
- Meso – level: the partners' national environment
- Macro – level: European context, countries not in the partnership.

Finally there is an action check list where all partners can tick off their dissemination actions.

The WorkMentor project application mentions these activities as part of the project. This document is the extension of the planned and intended actions to which the partners complied. Partners also have signed to the task: “To disseminate and support to valorisation of the project products through the appropriate national channels” in their Letter of Intend and partners contract.

## **MICRO – LEVEL**

On the level of the project partners we should think of the following :

1. Internal WorkMentor project organisation information.
2. The own organisation: colleagues, director(s), board of the institution.
3. Other education institutes
4. Companies, employers and their associations.

**At 1.**

Because not all partners are involved in the project in similar fashion (we have suppliers and clients as is quite normal in a transfer of innovation project) is it important that all information is communicated to all partners. In general, by using e-mail and group addressing this is no problem.

**At.2**

Not only useful for explaining our travelling abroad, but also for informing the colleagues about the activities and the possible effect of the project on the future of the organisation. Also getting feedback form the colleagues may contribute to the project development.

**At.3**

Other education institutes in the partners' vicinity may well be closely involved and profit from the project efforts.

**At 4.**

We should be thinking of professional organisations like employers associations (sometimes represented in the board of education institutes) that may become interested in project spin off like courses.

### **Action:**

A well designed brochure giving the background, objectives and the partnership of the project as well as possible outcome and addresses would serve all these purposes.

A draft for this can be made available on the project website. It can be printed and adapted and translated in any of the partners languages.

## **MESO – LEVEL**

On the national level of the project partners we should think of the following :

1. National Government e.c. Ministry of Education
2. National organisations for vocational education and other vocational education institutions
3. Sectoral bodies (Teacher associations, etc.).

### **At.1**

In reality the Ministries of Education, Ministry of Agriculture [when responsible for agricultural education] and maybe Social Affairs and/or Employment are most closely related to the activities in Leonardo da Vinci projects. (Many Leonardo Agencies operate from inside or very close to Ministries of Education)

Most of the times these will be approached in relationship to accreditation procedures for the new education programmes developed.

### **At.2**

In a time that “bums on seats” pay for the education institutes it is likely to think of other institutes as competitors. New developments like the ones developed under Leonardo da Vinci will keep the project partners “ahead of the competition” though.

We can inform others in a very general way or we can approach and inform umbrella organisations at national level. National conferences or seminars are perfect platforms for presentations.

### **At.3**

Sector bodies will in general appreciate being informed on developments in vocational education. It will enhance the relationship between practice and education.

### **Opportunity.**

The PoE offers possibilities to innovate work based learning. Many of these programs could be supported from a national or even international level (ESF). When courses will be the outcome of the WorkMentor project also Labour Exchanges, Job Markets and regional employers organisations should be informed.

### **Action:**

For most purposes the brochure will be sufficient, for group presentation a good PowerPoint would be an option.

Conference presentations always need to be made dedicated to the occasion. A basic PowerPoint for these occasions could be made available, also through the WorkMentor website.

The project web-site should contain about the same information as the brochure.

## **MACRO – LEVEL**

On the international level of the project we should think of the following :

1. European (umbrella) organisations for vocational education as well as for the (organic) agriculture sector.
2. Education institutes in (European and non-European) countries not represented in the project partnership.

We should think about informing organisations like Cedefop, Europea, EQF and ETF (European Training Foundation) in particular at end of project.

The result of a general information (brochure or CD-Promo) could be new contacts for dissemination, either national or international.

But also this information could fall in a deep trash can without any response.

3. To which in the present time and age we should include 'social media' like Facebook, twitter, 4Squares and LinkedIn.....

This could be addressed in 2 ways: directly from partners in this project personally, by their association with these media, or from the dedicated website [www.workmentor.eu](http://www.workmentor.eu)

### **Action:**

Apart from sending the brochures, it is very difficult to find interested parties in an organised way. Incidental contacts always happen, but it is difficult to deal with these for individual partners.

The best way to address these big institutions is often to address the national representatives in these supranational institutions.

Partners link in and post pointers and links to their networks and associates.

## **PRACTICAL ACTIONS TO UNDERTAKE.**

- Brochure(s)
- Presentations at national (and international) conferences and seminars.
- Production of a general information PowerPoint presentation.
- Web site presentation (when possible) or link your web site directly to [workmentor.vma.is](http://workmentor.vma.is) and [www.workmentor.eu](http://www.workmentor.eu)
- Disseminate to international organisations, seminars and conferences
- Partners link in and post pointers and links to their networks and associates.